

# VIEW Report

10/5/2016 10:40AM  
Est # 971782  
Columbia, SC Jul16 C-DMA Nielsen Live+1

Client: POL/SCS26/NIKKI SETZLER/D

Buyer:

Advertiser:

Product:

Sched Dates: 10/03/16 - 11/06/16

Lengths: 30

Dayparts: RT

## All-Wks Avrg

		Notes	Rate \$\$.00	Unit/ Wk	Unit Tot	DP Code	Src	Start Date	End Date	Wk 1 - Wk 5						Wk 1 10/3 '16	Wk 2 10/10 '16	Wk 3 10/17 '16
										Households								
										Prog Name	Rtg	Imp	CPP \$\$	Rch %	Freq			
	Columbia, SC Jul16 C-DMA Nielsen Live+1		\$3349.00		79						0.7	67001	\$57	31.9%	1.8	35	11	11
	5295, CBCO - Columbia		\$3349.00		79						0.7	67001	\$57	31.9%	1.8	35	11	11
	CNN -TV		\$1985.00		35						1.0	39191	\$58	19.4%	1.8	7	7	7
	M-Su 5a-10a		\$52.00	3	16	RT	TP			VARIOUS	0.8	894	\$65	9.2%	1.4		4	4
	M-Su 6p-12m		\$63.00	2	12	RT	TP			AVG. ALL WKS<	1.2	1389	\$53	11.5%	1.3		3	3
	W-Su 5a-10a		\$52.00	0	0	RT	TP			VARIOUS	»0.8	»894	\$65					
	W-Su 6p-12m		\$63.00	1	3	RT	TP			AVG. ALL WKS<	»1.2	»1389	\$53	3.4%	1.1	3		
	Th-Su 5a-10a		\$52.00	1	4	RT	TP			»VARIOUS	0.9	1014	\$58	3.2%	1.1	4		
	FXNC-TV		\$1160.00		20						1.0	22143	\$58	13.0%	1.5	4	4	4
	M-Su 5a-10a		\$58.00	3	16	RT	TP			VARIOUS	1.0	1107	\$58	11.4%	1.4		4	4
	W-Su 5a-10a		\$58.00	1	4	RT	TP			VARIOUS	»1.0	»1107	\$58	3.6%	1.1	4		
	TWC -TV		\$204.00		24						0.2	5667	\$43	3.1%	1.6	24		
	Th-Su 5a-10a		\$18.00	1	4	RT	TP			VARIOUS	0.4	485	\$45	1.5%	1.1	4		
	Th-Su 10a-6p		\$5.00	2	12	RT	TP			WEATHER CENTER<	0.2	227	\$25	1.9%	1.3	12		
	Th-Su 6p-12m		\$9.00	2	8	RT	TP			AVG. ALL WKS<	0.1	125	\$90	0.7%	1.2	8		
Total			\$3349.00		79						0.7	67001	\$57	31.9%	1.8	35	11	11

**All-Wks Avrg**

	Wk 4 10/24 '16	Wk 5 10/31 '16
Columbia, SC Jul16 C-DMA Nielsen Live+1	11	11
5295, CBCO - Columbia	11	11
CNN -TV	7	7
M-Su 5a-10a	4	4
M-Su 6p-12m	3	3
W-Su 5a-10a		
W-Su 6p-12m		
Th-Su 5a-10a		
FXNC-TV	4	4
M-Su 5a-10a	4	4
W-Su 5a-10a		
TWC -TV		
Th-Su 5a-10a		
Th-Su 10a-6p		
Th-Su 6p-12m		
Total	11	11

**Broadcast Month Costs - Grand Total**

Month	Gross Cost	Total Units
10/2016	\$2,720	68
11/2016	\$629	11
Total	\$3,349	79

Market Summary	Wk 1 - Wk 5					
	Households					
	Tot \$\$	Unit Tot	CPP	GRP	Rch %	Freq
Columbia, SC Jul16 C-DMA Nielsen Live+1	\$3349	79	\$57	59.2	31.9%	1.8

<b>Total</b>	\$3349	79	\$57	59.2	31.9%	1.8
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Adjustments: Network Insertability and Network Carriage have been factored into calculations.  
Columbia, SC Jul16 C-DMA Nielsen Live+1  
Cable Zones: TIME WARNER CABLE, CBCO - Columbia

» Estimate information indicated has been supplied by the user.

Source Field Codes:  
TP – Time Period

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